

Magazine Advertising

The *Minnesota Chief of Police* magazine is the official publication of the Minnesota Chiefs of Police Association. Published quarterly, it is your avenue to consistently market your product or service to Minnesota's law enforcement leaders throughout the year!

2012 Advertising • Placement/Sizes/Rates

Outside Back Cover	7-1/2"w x 5" h	1x=\$1,000	2x=\$900	4x=\$800
Inside Front Cover	7-1/2"w x 10"h	1x=\$875	2x=\$790	4x=\$700
Inside Back Cover	7-1/2"w x 10"h	1x=\$875	2x=\$790	4x=\$700
Center Spread	15-1/2"w x 10"h	1x=\$1,500	2x=\$1,350	4x=\$1,200
Full Page	7-1/2"w x 10"h	1x=\$700	2x=\$630	4x=\$560
2/3 Page	4-5/8"w x 10"h	1x=\$430	2x=\$385	4x=\$345
1/2 Page horizontal	7-1/2"w x 5"h	1x=\$385	2x=\$350	4x=\$310
1/2 Page vertical	3-1/2"w x 10"h	1x=\$385	2x=\$350	4x=\$310
1/3 Page horizontal	7-1/2"w x 3-3/8"h	1x=\$300	2x=\$270	4x=\$240
1/3 Page vertical	2-1/4"w x 10"h	1x=\$300	2x=\$270	4x=\$240
1/3 Page square	4-3/4"w x 4-3/4"h	1x=\$300	2x=\$270	4x=\$240
1/4 Page	3-1/2"w x 5"h	1x=\$255	2x=\$230	4x=\$205

Buyer's Guide Listing (Spring Issue Only) \$150 (See page 14 for details)

Assigned location, add \$75

Color:

Spot color, add \$200 per color

Four color*, add \$600

*Full color ads may bleed
(1/4" off trim; live area 1" in)

Estimated Circulation: 1,200

Frequency: Quarterly

Issues / Deadlines:

Winter 2011-2012 –

Deadline: November 18, 2011

Spring 2012 –

Special Buyer's Guide Issue:

Deadline: February 3, 2012

Summer 2012 –

Deadline: May 11, 2012

Fall 2012 –

Deadline: August 10, 2012

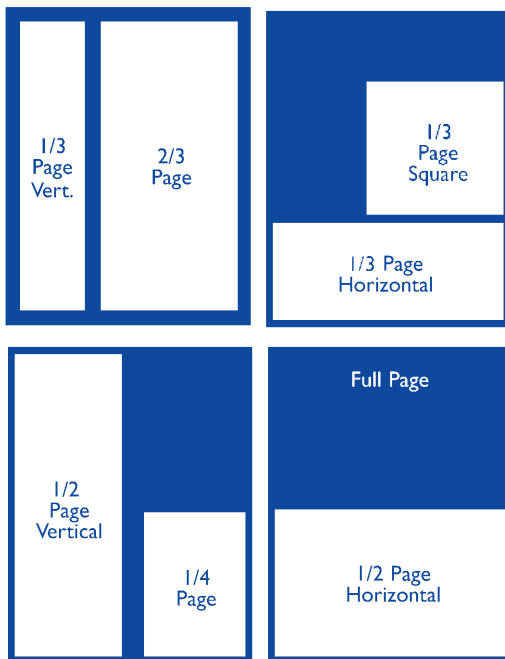
Ad Sales Contact:

Erica Nelson

Phone: 952-903-0505; ext. 3

Fax: 763-497-8810

erica@pierreproductions.com



Center Spread: 15-1/2"w x 10"h

Individual Page Trim Size: 8-1/2 x 11"

Magazine Advertisement Insertion Order

(Please see page 12 for more details.) • FAX form to: 763-497-8810

Advertiser Contact: _____ Phone: _____

Company: _____ Fax: _____

Address: _____ Email: _____

City/State/Zip: _____

- Below rates are for black and white advertisements.

Check preference below:

Circle frequency/rate below:

<input type="checkbox"/> Outside Back Cover	7-1/2"w x 5" h	1x = \$1,000	2x = \$900	4x = \$800
<input type="checkbox"/> Inside Front Cover	7-1/2"w x 10"h	1x = \$875	2x = \$790	4x = \$700
<input type="checkbox"/> Inside Back Cover	7-1/2"w x 10"h	1x = \$875	2x = \$790	4x = \$700
<input type="checkbox"/> Center Spread	15-1/2"w x 10"h	1x = \$1,500	2x = \$1,350	4x = \$1,200
<input type="checkbox"/> Full Page	7-1/2"w x 10"h	1x = \$700	2x = \$630	4x = \$560
<input type="checkbox"/> 2/3 Page	4-5/8"w x 10"h	1x = \$430	2x = \$385	4x = \$345
<input type="checkbox"/> 1/2 Page horizontal	7-1/2"w x 5"h	1x = \$385	2x = \$350	4x = \$310
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<input type="checkbox"/> 1/3 Page square	4-3/4"w x 4-3/4"h	1x = \$300	2x = \$270	4x = \$240
<input type="checkbox"/> 1/4 Page	3-1/2"w x 5"h	1x = \$255	2x = \$230	4x = \$205

Assign a specific location for your ad (MCPA will do its best to accommodate your request).

Request a specific, non-cover location (Add \$75).

Location requested _____

Upgrade to Color:

Spot color (add \$200 per issue) Color choice _____ or PMS# _____

Four color* (add \$600 per issue)

* Four color ads may bleed 1/4" off trim and live area 1" in.

Please check your choice(s):

Issue: Winter 2011-2012 / Deadline: November 18, 2011

Issue: Spring 2012 (Buyer's Guide) / Deadline: February 3, 2012

Issue: Summer 2012 / Deadline: May 11, 2012

Issue: Fall 2012 / Deadline: August 10, 2012

Artwork: Ads should be emailed to erica@pierreproductions.com.

Ad Specifications:

All ads must be submitted electronically, on disc or via e-mail. Software: We accept files in the formats: (please indicate the application and version used): QuarkXPress: Include all images used, 300 dpi, and scaled at 100%. Include all fonts (screen and printer); Illustrator: Make sure you "create outlines" for your text. Include all images used as separate files; Acrobat: Make sure ad separates properly and embed all fonts before creating your PDF; InDesign: save files as EPS, and include all images and fonts used. We do not guarantee ads set in IBM formats. Save all files as EPS and include all images and fonts used. All graphic elements, all printer and screen fonts must accompany electronic materials. Color: All images must be black, black plus spot color (specify PMS) or CMYK (not RGB), 300 dpi. Unless we hear otherwise by the above deadlines, MN Chiefs will use the most recent art submitted for previous ads.

Signing below constitutes agreement to the details listed above and to the Advertisement Terms and Conditions listed on page 19.

ADVERTISER'S SIGNATURE

DATE

Advertising Terms and Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. It is also agreed that the term “publisher” refers to the entity producing the publication – the Minnesota Chiefs of Police Association.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms and Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, the publisher reserves the right to charge a file management fee. Also, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Black and white ad submissions may be printed as a specific color used in the publication (i.e. reflex blue) rather than black. 2-color ads utilizing spot color must designate the Pantone # not as CMYK.

Electronic artwork, if supplied on CD-rom, will not be returned to the advertiser unless requested in writing by the advertiser at the time of submission. The advertiser will be responsible for including a S.A.S.E. with sufficient postage for return of the materials.

The publisher reserves the right to charge for ad design services.

Cancellations will not be accepted after the publication’s deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.